

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: ***DATE:** October 21, 1996**FROM:** Mary Jo Gennaro/Dominique Gable**SUBJECT:** Woman Thing Music/Bar Night Materials Creative Brief

The following briefs request creative development of:

- Table Tent and Insert
- Table Tent Insert
- Poster
- T-Shirt Design

Overall Program Background

Virginia Slims will be implementing a bar night program in the Spring of 1997 to coincide with the release of the first Woman Thing Music CD. Virginia Slims will be conducting the bar night promotion at both clubs/bars and live music venues in 10 markets. During the month long bar night promotion, consumers will have an opportunity to vote for one (out of five or six) of their favorite local female bands. The winner of the local female band competition will open up for Martha Byrne during her showcase performance in that market.

Overall Program Objectives

- Reach a broader audience, particularly young adult female smokers.
- Reinforce Virginia Slims' contemporary/hip, fun, real and confident brand image/positioning reflected in the new "It's A Woman Thing" campaign.
- Create a program that provides "News" value for the brand and extends visibility and brand/event awareness
- Execute a proprietary program that debuts the singing career of women in Virginia Slims' key markets.

Next Steps

Date
11/19
12/9

Activity
Comps Due
A/K Due

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